Smoke for Pleasure *today*

No Cigarette Hangover *tomorrow!*

Remember PHILIP MORRIS is made differently from any other leading brand. And that difference is your guarantee of everything you've ever wanted in a cigarette...tasty mildness, rich flavor, pleasant aroma... a clean, refreshing smoke and NO CIGARETTE HANGOVER!

No wonder PHILIP MORRIS has gained more than two million new smokers in the past 5 years! Try PHILIP MORRIS yourself. Your throat will note the difference. And that difference is delightful!

You'll be glad tomorrow... you smoked Philip Morris today!

CALL FOR PHILIP MORRIS

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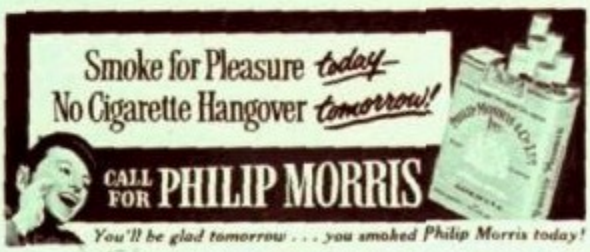
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HOW MANY TIMES A DAY

DO YOU INHALE?

If you're an average smoker the right answer is over 200!

Yes, 200 times every day your nose and throat are exposed to irritation—

200 GOOD REASONS WHY YOU'RE BETTER OFF SMOKING PHILIP MORRIS!

PROVED milder . . . PROVED less irritating. PROVED by outstanding nose and throat specialists.

CALL FOR

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